

Message Text

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R 141737Z FEB 75

FM SECSTATE WASHDC

TO AMEMBASSY ATHENS

AMEMBASSY ROME

AMCONSUL THESSALONIKI

AMCONSUL ZURICH

AMEMBASSY BERN

UNCLAS STATE 034412

E.O. 11652: NA

TAGS: BEXP, GR, IT, SZ

SUBJECT: HOSPITAL EQUIPMENT AND SYSTEMS TRADE MISSION

REF: STATE 239636, STATE A-9156, ATHENS 0119

1. REFERENCE AIRGRAM PROPOSED SIX MONTH TRIAL FOR NEW ADVANCE WORK PROCEDURE. SUBJECT MISSION WILL OPERATE WITHIN GUIDELINES DESCRIBED IN MESSAGE.

2. THE FOLLOWING FIRMS HAVE AGREED TO PARTICIPATE IN THE MISSION: BARNSTEAD CO. (WATER DISTILLATION EQUIPMENT WITH SPECIAL EMPHASIS ON THERMODRIVE DISTILLATION SYSTEMS) BUSINESS INTEREST-DISTRIBUTION AND AGENCY ARRANGEMENT); JOHNNIE WALKER MEDICAL ELECTRONICS INC. (CARDIOLOGICAL EQUIPMENT INCLUDING EQUIPMENT FOR TRANSMITTING ELECTROCARDIOGRAPHS VIA TELEPHONE, EQUIPMENT FOR UNCLASSIFIED

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C"CKI'G MONITORING AND ECG'S, CARDIAC MONITORING SYSTEMS)

00BUSINESS INTEREST-DIRECT SALES AND DISTRIBUTION; ELSCINT INC. (NUCLEAR MEDICAL INSTRUMENTS, WHOLE BODY SCANNERS, GAMMA CAMERAS, VIDEO DISPLAYS, GAMMA COUNTERS, DATA PROCESSING EQUIPMENT) BUSINESS INTEREST-DIRECT SALES AND AGENCY ARRANGEMENT: GORDON A FRIESEN INT'L INC. (PLANNING AND CONSULTING SERVICES FOR HOSPITALS; OTHER HEALTH CARE

FACILITIES AND SYSTEMS; COMMUNITY AND REGIONAL SURVEYS; ROLE STUDIES; LONG RANGE, PROGRAM AND MASTER PROGRAMMING; ARCHITECTURAL ASSISTANCE; EQUIPMENT PLANNING; MANAGEMENT SERVICES, TRAINING PROGRAMS, OPERATION SERVICES) BUSINESS INTEREST DIRECT SALES; BECKMAN INSTRUMENTS INC. (ANALYZERS AND MONITORS) BUSINESS INTEREST (OBTAINED LOCALLY); FIRST FOTO INC. (INFANT PHOTO IDENTIFICATION SERVICE) BUSINESS INTEREST AGENCY ARRANGEMENT; SAMUEL B. KOGEN ASSOCIATES REPRESENTING BIO-TEK INSTRUMENTS INC. (HOSPITAL SAFETY EQUIPMENT) AND BIO-FEEDBACK TECHNOLOGY INC. (PSYCHOSOMATIC FEEDBACK INSTRUMENTS; BUSINESS INTEREST- AGENCY ARRANGEMENT AND DISTRIBUTORSHIP, BOURNS INC. (INFANT VENTILATOR AND ACCESSORIES - VARIOUS MONITORING EQUIPMENT FOR INTENSIVE CARE UNITS) BUSINESS INTERESTS- DISTRIBUTORSHIP (GREECE ONLY) AND DIRECT SALES.

3. COM;ERCE ADVANCE OFFICER, SAMUEL S. SPAULDING, PLANS TO BEGIN ADVANCE WORK IN GREECE MARCH 17. ADVANCE OFFICER PROCEEDS MISSION BY THREE WEEKS, DIVIDING HIS TIME BETWEEN EACH STOP MAKING BUSINESS CALLS AND ASSISTING THE POST IN PLANNING INDIVIDUAL CONTACTS. OFFICER WOULD THEN RETURN TO THESSALONIKI FOR MISSION BRIEFING ON SUNDAY, APRIL 6. DIRECTOR OF THE MISSION WILL BE HERBERT H. LINDSTROM.

4. ITINERARY: REFERENCE ATHENS 0119. TWA FLIGHT 734 LEAVES DULLES AIRPORT AT 1910 AND ARRIVES FRANKFURT 0910. LUFTHANSA FLIGHT 614 LEAVES FRANKFURT 1335 AND ARRIVES THESSALONIKI 1815. COMMERCE CAN SCHEDULE MISSION ON THIS FLIGHT AFTER WASHINGTON BRIEFING ON APRIL 4. WITH THIS ADJUSTMENT COMMERCE ASSUMES SCHEDULE SUGGESTED IN STATE 239636 WOULD BE SATISFACTORY.

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5. USDOC WILL FORWARD INTERNATIONAL MAIL SOONEST THE FOLLOWING DOCUMENTS:

A. ADVANCE ROSTER OF MISSION MEMBERS

B. INFORMATION SHEETS ON EACH MISSION MEMBER (DIB-471P)

C. BIOGRAPHIC DESCRIPTION OF EACH FIRM AND FIRMS PRODUCTS

D. ADVANCE COPY OF FIRM'S LITERATURE

E. COPY FOR MISSION BROCHURE-MAILER-INVITATION

F. PUBLICITY INFORMATION ON MISSION MEMBER PRODUCTS.

6. POST ACTION REQUESTED:

A. FORWARD TO USDOC, ATTH: SAD/OIM/DIBA PLAN FOR BUDGET OBLIGATIONS AND BRIEF REPORT BI-WEEKLY PROGRESS OF PROMOTION BEGINNING MARCH 7.

B. CONTRACT WITH EMBASSY PRINTER FOR MISSION PRINTING.

C. CONTRACT FOR PERSONNEL ASSISTANCE AS NECESSARY.

D. PLAN FOR PUBLICITY AND PHOTOGRAPHIC COVERAGE.
(APPROXIMATELY TEN ACTION SHOTS MISSION MEMBERS AT WORK.
NO PHOTOS AT RECEPTIONS. PHOTOS TO BE UTILIZED
PRIMARILY FOR "COMMERCE TODAY" ARTICLE.)

E. RESERVE SINGLE WITH BATH FOR EACH MISSION MEMBER
(JOHNNIE WALKER WILL REQUIRE TWO SINGLES) AND A SUITE FOR
MISSION DIRECTOR.

F. CONTACT LOCAL REPRESENTATIVES OF MISSION MEMBERS FOR
INPUT TO CONTACT LISTS AND INVITATIONS FOR HOSPITALITY
FUNCTIONS.

G. CABLE NAMES OF HOTELS WHERE RESERVATIONS ARE MADE FOR
MISSION MEMBERS AND RECOMMEND ONWARD FLIGHT SCHEDULES IF
DIFFERENT FROM THOSE INDICATED IN STATE 239636.
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H. REPORT TENTATIVE PROGRAM SCHEDULE INCLUDING MISSION
BRIEFINGS, RECEPTIONS, PRESS CONFERENCES AND HOSPITAL
VISITS.

7. BUDGET WILL BE SUBJECT OF SEPARATE COMMUNICATION. INGERSOLL

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